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SHOUT
SHARE
IT

RAYNER BROTHERS, SALISBURY, MD.

Rayner's

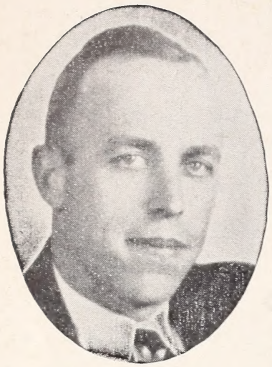
NEW
MIDSEASON
Starbright
BRILLIANT FIRM
PRODUCTIVE

BERRY BOOK 1944

NEW LATE
VERY FINEST
Redstar
LARGE FIRM
BEAUTIFUL

LIBRARY
RECEIVED
JUN 1944

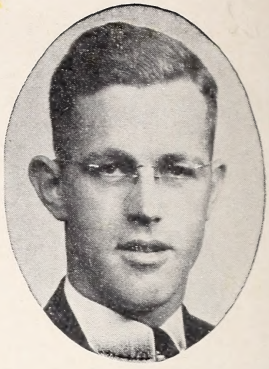
QUALITY · BEAUTY · FLAVOR



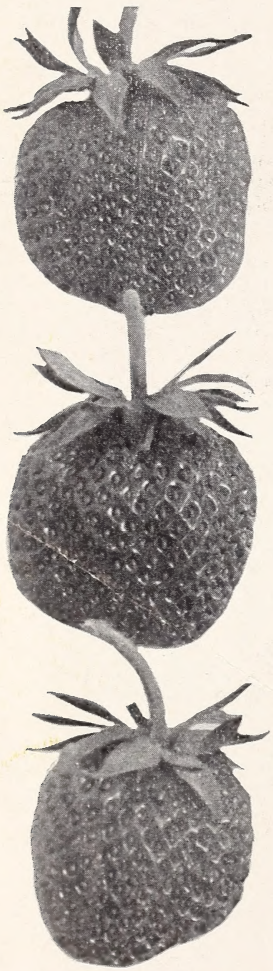
"JACK"
H. J. W. RAYNER

9 Reasons for Buying RAYNER'S Guaranteed Plants

1. Correct selection of land to produce lants.
2. Getting plenty of humus in the soil years before plants are set.
3. Selecting the best plants obtainable for parent stock.
4. Using correct fertilizer to produce a strong well rooted plant.
5. Personally supervised all through the growing season.
6. Correct plant food applied when needed.
7. Inspected for true to name by experienced men.
8. Dug and packed correctly.
9. Orders filled promptly.



"BOB"
S. H. RAYNER



DORSETT
BERRIES

BEAUTIFUL
DELICIOUS

FELLOW PRODUCERS:

We realize that now we must produce as much food as we possibly can, both in the home garden and in our fields, so that our boys in service, the men and women working on our home front may have an abundance of food to do their jobs with the greatest efficiency.

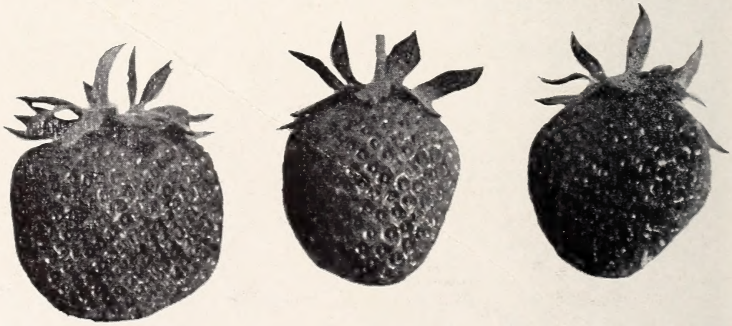
Fruit is truly a health food, the demand for strawberries and blueberries is sure to be much greater than the supply, good profits are certainly in prospect to the commercial grower, and every home garden should set enough plants for the family use, otherwise they may not be able to obtain any of this fruit.

Due to the most severe drought that we have had in this section for many years, strawberry plants are very scarce, in fact, many fields died completely from lack of moisture, and the fields that did survive only made a limited number of plants, this has created a scarcity of all varietes of strawberry plants and the price has had to be advanced. Looking over our supply of plants we know we will be sold out of most varieties long before the end of our usual shipping season, thus, we advise all our customers to order at once so that we can furnish them with the varieties they want. Late orders just cannot be filled.

We wish at this time to thank all our customers for making 1943 our largest year in both strawberry and blueberry plant sales, by so many of you placing your orders early, we were able to give prompt service, even with the scarcity of help that existed here, as well as on every other farm. We trust that you will again place your orders early, we will ship the plants at any date you wish. By this method, we believe we will be able to continue giving our usual prompt and efficient service.

Yours very truly,

RAYNER BROTHERS



Rayner's STRAWBERRIES Will Give You Larger Profits!!

Of all small fruits Strawberries are the most important and are the most widely grown. The same factors that bring about this wide popularity, make strawberries the most desirable for the home garden, market gardener and the commercial grower.

Most important, very little cash outlay is necessary. If you have stable or chicken manure or compost, no fertilizer is necessary. Where these materials are not available, excellent crops are produced with 500 to 600 lbs. of commercial fertilizer per acre. This is a mighty low production cost on a crop that will often gross from $500.00 to $1000.00, or even more per acre.

Another important point, standard varieties of strawberries will produce a full crop the spring following planting and are the first fruit harvested in the spring. The everbearers fruit the same summer and fall following planting. With strawberries there is no long wait between planting and profits as with most fruits.

There is a place for Strawberries in EVERY GARDEN and on almost every farm, we know of no crop that will give more healthful pleasure for the gardener or return as large consistent profit, for the care and money involved, to the larger grower. Under present conditions unusually high returns are in prospect, so be wise, plant strawberries this spring.

The most successful growers have three rules they follow carefully and these are very important to success.

First—Plant early, in the spring, just as soon as weather conditions permit preparing the soil. Plants set while fully dormant start far better and have much more vitality than those set late, after growth has started. To enable our customers, to set fully dormant plants even when weather or climatic conditions makes early planting impossible, we are using a new method of handling plants which is given on page 6.

Second—Plant every year, occasionally, with adverse weather conditions, poor crops result, but taken year after year, strawberries are the most productive and among the most profitable of the small fruits. Thus having berries every year assures this high return.

Third—Set good plants, the quality and vitality of the plants will largely influence growth and production. Therefore planting strong, vigorous, healthy plants is very important. Our plants are carefully grown and packed, and are of such high quality, we know that by setting Rayner's plants you will be sure of high yields and big returns, so far as it is possible for plants to determine.

Correctly Grown Strawberry Plants Waiting Your Order at Rayners.

Your Success is Our Success

Vigorous plants such as these, properly cleaned, labeled and bunched make strawberry growing Pleasant and Profitable.

Uppermost in our thoughts and plans is to produce strong vigorous healthy plants, and to deliver them to you in such fine condition that good stands, well developed beds and high yields will result. Naturally a successful grower is our best customer, and we leave no stone unturned that may in any way contribute to your success.

Strawberry plants to meet our high standards must first be True to Name. You carefully select the varieties best suited to your soil and requirements, the ones that will produce the best yield or highest profit. To be sure you receive just what you order we keep accurate records of every planting and the source of the parent plants. In digging, each basket is labeled with the variety and the digger. When the plants are graded and counted each bunch is labeled, thus varieties are clearly identified from planting until packed for your order. As a double precaution, before digging begins, our fields are gone over row by row, by experienced men to be absolutely sure there are no mixtures and that the plants are of top quality.

After digging, the roots are always kept moist and are packed for shipment in plenty of damp spaghnum moss. Drying of the roots will seriously injure strawberry plants and we watch this very carefully so our plants will reach you just as vigorous and thrifty as they were in the field.

Cleaning and grading are also important, our plants are thoroughly cleaned and the roots straightened. This makes setting easier and quicker and beside the saving in time, a better stand results.

Of great importance to you is promptness, and as we realize early planting means so much to successful growth and good yields we have arranged our system of digging and packing so that more than 85% of all orders receive 48 hour service. Our customers appreciate this promptness and we receive many letters commending our quick delivery. For strong, vigorous, true-to-name plants, that will reach you on time, order Rayner's Plants That Please. There are no finer at any price.

Get the Most From Your Berries

To realize the maximum of pleasure and profits from your berries, there are some points that must be considered beyond the actual production of fruit.

1. Take special care that the plants do not become too crowded in the row. Encourage the early runners to root as these will produce more and better berries than the late runner plants. A bed 18 to 24 inches wide with the plants spaced 6 to 9 inches apart in the bed is ideal for heavy production of high quality fruit. Fruit will be more firm and there will be less decay in wet weather, as a result of the improved ventilation.

2. Keep the berries closely picked so that they do not become too over-ripe and in so doing lose their quality and appearance.

3. Care in picking and handling will add greatly in retaining the high quality of the fruit. This should receive special attention when the berries are to be shipped long distances or are to be kept for two or three days. Berries that are bruised and crushed will often mold quickly while fruit handled carefully will keep in good condition. The berries should be kept as cool as possible and not be permitted to stand in the sun any longer than is absolutely necessary.

4. Careful grading will also aid greatly in maintaining high quality. All decayed and imperfect fruit should be discarded and any undersized berries packed separately.

5. Mulching will aid greatly in keeping the berries clean during a rain and also keep the ground cool and moist. This practice is a great aid in producing high quality fruit.

6. Have your baskets well filled. Everyone likes good measure, give it to them, it PAYS.

Suggestions on Strawberry Culture

Strawberries are one of the easiest of the fruits to grow and we know of but one secret method which will assure success. **It is simply good land, good cultivation, good plants and good sense.** We give below general cultural directions and should you desire additional information we shall be glad to have you write us.

Adaptability—With the adaptability of certain varieties for certain soil and climatic conditions strawberries can be grown in practically every section of the country.

Soil—Select good soil, well supplied with humus and well drained. Strawberries require an immense quantity of water at fruiting time thus soil that is retentive of moisture will produce largest yields yet are not tolerant to flooding, thus good drainage is also important. Land that has had thorough cultivation previously is best. Sod land should be avoided if possible as it may be infested with white grub.

Preparing The Land—When plans can be made ahead, it is well to plow down a cover crop preceding planting strawberries, this will increase fertility, improve physical condition and also aid in retaining moisture. Plowing down weeds in the fall while green is also a good practice, adding humus and also preventing the maturing of the seed. The land should be plowed as early in the spring as possible and harrowed and dragged until a firm, even plant bed is formed. Rows then marked out three and a half to four feet apart. A horse drawn marker is best with a large planting. With a small planting a line or hoe is satisfactory.

Time To Plant—Early spring is the best time to set strawberry plants, light frosts that do not heave the soil will not injure the plants. We cannot stress too greatly the importance of early planting. The plants are then fully dormant and the weather is most favorable to their becoming established.

Early planting is the most important single factor in successful strawberry culture. April in the North; March and April in the Central States; and November 1 to April in the South.

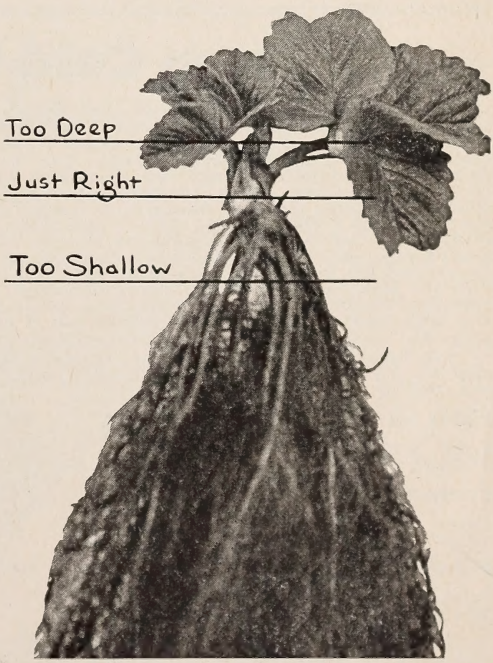
Care Of Plants—Before setting the roots should be soaked in water for several hours so that they may absorb all the water possible, this will aid in carrying the plant until feeder roots can be sent out. Keep plants protected from wind and sun; and moist at all times. If plants cannot be set soon after arrival they should be removed from the crate, and repacked loosely. Stored in a cool, damp place they will keep in good condition three or four days. If plants must be kept longer the bundles should be opened and the plants heeled in a V-shaped trench. **A few cautions,** spread the plants thinly so the soil contacts all roots, pack the soil firmly back in the trench up even with the crowns, keep shaded, and water thoroughly, especially if the weather is warm.

Planting—There are many good tools for setting strawberry plants, the trowel, dibble, spade and (for large plantings) the horse or tractor drawn transplanters are all satisfactory. The important points are to have the roots straight down with the soil packed firmly for their entire length and the crown even with the surface. Proper depth is very important, see illustration. Roots may be clipped if too long to get in straight.

Distance To Plant—Plants should be set 15 to 36 inches apart (distance should vary according to the bedding habit of the variety, Chesapeake and other sparce bedders the minimum. Blakemore and similar sorts the maximum) in rows 3½ to 4 or even 4½ feet apart.

Plants Required Per Acre—To set 15 inches apart in rows 3½ feet apart an acre will require about 10,000 plants; for 3 ft. apart in rows 4 feet apart, will require about 3,800 plants. The most popular planting is from 7,000 to 8,000 plants per acre.

Cultivation: Plants should be kept thoroughly cultivated all through the growing season. Cultivating at weekly intervals until bed forms will greatly reduce the amount of hoeing required to keep down weeds. Plants should be hoed soon after set and any plants too deep or too shallow should be corrected. Hoe and cultivate shallow near the plants to avoid disturbing the roots. In later hoeing, after the plant bed is formed, attention should be given that the plants do not become too densely set in row, especially with varieties



Planting At Proper Depth Very Important

CULTURE DIRECTIONS—(Continued)

such as Blakemore, Dorsett and Fairmore. The well spaced row will produce more and better fruit.

Removing Blossoms—Flower stems usually appear on strawberry plants soon after they are set in the field and as the production of fruit is a severe drain on their vitality, the flower stems should be removed as they appear. With the Everbearers the blossoms should be removed until the plants are well established; this will usually require about sixty days.

Fertilizer and Manure—Well rotted stable manure, compost or similar materials are very good for strawberries, this may be applied just before soil is prepared or if used on preceding crop results are practically as good. Commercial fertilizers give good results and are used by practically all the large growers. Care must be taken in applying, to avoid injury when applied before planting, work in thoroughly and wait at least a week before setting. In top dressing apply evenly and brush off any that may be on leaves. Do not apply more than 700 lbs. per acre per application. Mixtures containing Nitrate of Soda, Sulphate of Ammonia or potash salts, must be applied very carefully as these materials will injure plants and often kill them outright if in direct contact with the roots. Strawberries require very little potash thus this element may be omitted or used sparingly. Chicken manure mixed two parts manure to one part 16% superphosphate makes a satisfactory material but should be applied carefully to avoid injury. Top dressing in late summer will usually increase size and yield especially on thin soils. 600 to 800 lbs. per acre of a commercial 5-10-4 mixture usually gives good results.

Mating Varieties—All the varieties we offer are perfect flowering and will produce a full crop when planted alone.

Mulching—Mulch should be applied at the rate of about three ton per acre or 2 inches deep, just before the first hard freeze, if possible. Straw, strawy stable manure, wild hay, marsh grass are materials commonly used. Mulching will prevent winter injury and heaving of the plants from freezing and thawing. In the spring as growth starts rake mulch into the alleys where it helps to keep the berries clean and also conserve moisture.

Spraying and Dusting—As strawberries are seldom subject to any serious damage from disease or insects, spraying or dusting are not commonly practiced. Setting healthy plants of varieties immune or resistant to disease is much more desirable. In sections where the Weevil (Clipper) prevail they can be controlled by dusting the beds just before the first buds appear, and again about 10 days later with a mixture of 85% Sulphur and 15% Arsenate of Lead.

Summer and Early Fall Planting—There are two reasons why Summer and Early Fall planting is seldom successful; first, it is almost impossible to get good plants and second; even if you get good plants they seldom, if ever, give as good results as plants set in the early spring. Don't put off your planting until Fall. If you do you are almost sure to be disappointed.

Notes on Cold Storage Results

As there were many indications that strawberry plants dug in the winter and stored at controlled temperatures would give better results than freshly dug plants. The U. S. Department of Agriculture set up an extensive experiment to determine the best time for digging plants for storage and the proper temperatures to get the greatest benefit. This work was begun during the winter of 1937-38 and has been continued until last year. We cooperated with the U. S. D. A. in this work and tests were conducted on our farms. Much information was gained on proper storage practices and on the increased vigor of the stored plants as compared to freshly dug plants, especially when plants were set later than April 15th. As a result of this for the past three years, whenever weather conditions delayed our planting we have placed the plants in storage while still fully dormant (by Apr. 10th) and during that time we have had as good stand from late set storage plants as from fresh dug plants set in late March, and far better than from plants dug and set the same day in late April and early May. It has been our policy to send our customers only fresh dug plants, however from the results of these carefully conducted experiments it is clear that when plants are to be set in late April or May much better stands and more rapid, vigorous growth will be had if plants are dug in late March or early April, while fully dormant and stored at the proper temperatures until planted.

The following chart clearly shows the great difference in growth and stand between freshly dug and stored Premier plants. This is from the first experiment in 1938. Results since then have been comparative to this.

Plants Set Out March 21	STAND May 19	LEAVES PER PLANT May 19	RUNNERS PER PLANT May 19
Fresh Dug	100%	5.1	0.7
STORED EARLY	100%	6.7	1.0
Plants Set Out April 22	STAND June 22	LEAVES PER PLANT June 22	RUNNERS PER PLANT June 22
Fresh Dug	93%	4.9	0.2
STORED EARLY	100%	8.1	0.2
Plants Set Out May 19	STAND July 23	LEAVES PER PLANT July 23	RUNNERS PER PLANT July 23
Fresh Dug	63%	3.3	0.1
STORED EARLY	100%	7:4	0.2

As an added assurance of success, if conditions delay your planting we will place your plants in storage at no additional charge. To get full benefit plants should be stored by April 10th. Unless you request this service all plants will be strictly fresh dug. This is another of Rayner's plus services to help our customers get the most from their berries.

Rayner's Surecrop

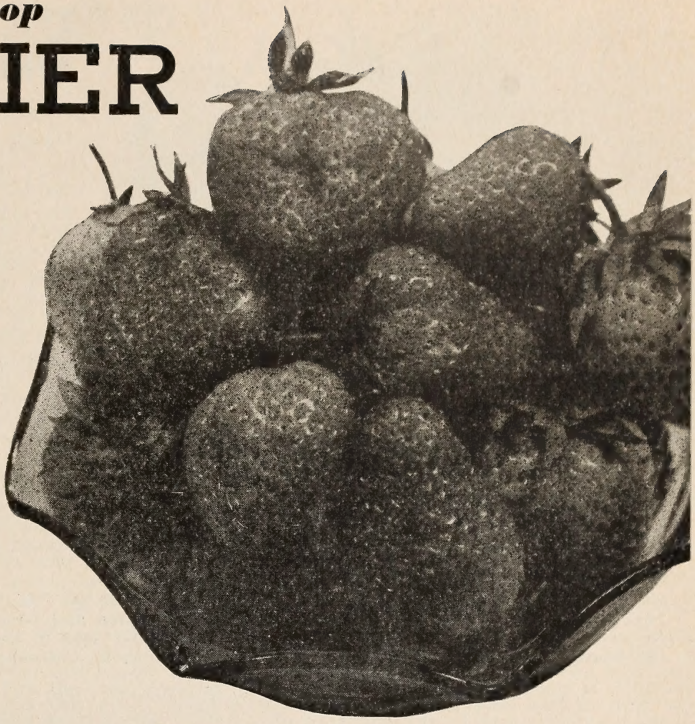
PREMIER

(HOWARD 17)

This variety is truly America's favorite strawberry; no variety ever introduced has recevied so much praise, or been grown profitably over so wide a section of the country. Premier's adaptability to a wide range of soil and climatic conditions, with its ability to withstand heavy frost, has made it the early strawberry growers depend upon for profits each spring. For 25 years they have held the lead in all northern sections, to do this a berry must be good. We have a fine supply of superior strain plants to offer this spring. For real berry success demand Rayner's Big Yield Premier.

GROWTH — Vigorous, makes good fruiting bed in all types of soil, very disease resistant.

SIZE — First berries average very large, will run down toward the end of the season as so many berries are set on each plant.



Premier is SURE—Yield and Profit

FIRMNESS—Berries firm enough for truck shipment but will not stand long refrigeration.

FROST RESISTANT—Premier blooms so profusely on short stems under foliage that frost cannot damage all blooms, and has never failed to make a crop.

QUALITY & FLAVOR—Good in North and Northeastern States, not the best in Southern sections.

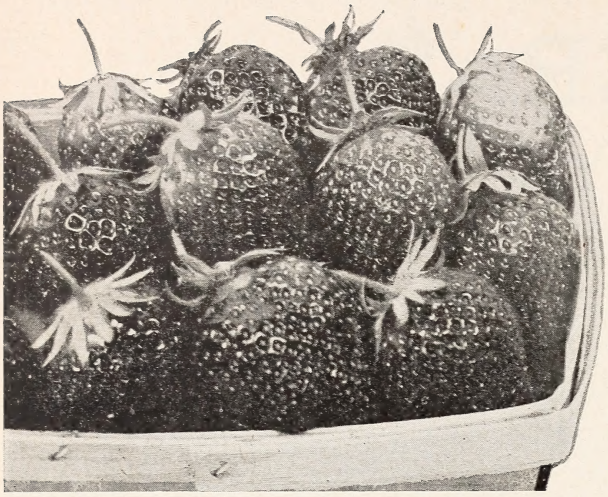
PRODUCTIVENESS—Premier is the leader, under general conditions.

FAIRMORE

(Much Reduced)

Finest Flavor, Firm and Delicious

(N. C. 669). Introduced four seasons ago from a cross made at U. S. D. A. plant field station, in 1933 between Blakemore and Fairfax, these two outstanding parents both are crosses of Premier, thus Fairmore should inherit a wide range of adaptability, has been planted heavily in N. C., returning the growers top market prices throughout the entire season. Is rapidly gaining favor in many other strawberry sections, we feel that it will soon be a leader. Makes very vigorous healthy growth, berries are large and uniform with raised yellow seed. Is very firm, has a delightful flavor, and large beautiful cap. Can be shipped under refrigeration or open truck great distances and arrive in excellent condition. Ripens early about with Blakemore, producing a heavy crop. The yield of No. 1 berries is usually greater than that of Blakemore. If you have not tried this variety we urge you test it with the varieties you are growing; if you have seen them fruit we know you will include them in your order.



A Perfect Shipper, Firm and Attractive

BLAKEMORE

Rayner's Yellow Free Strain

Blakemore is now the most popular berry in the South and the most profitable commercial berry in that area. The berries are so firm and hold their light color to such a degree, that it is a regular practice to ship them 1,000 miles or more by refrigerator car or truck. Thus, the fine carrying quality of Blakemore has opened vast new markets to the southern grower, resulting in consistent high returns, plus a great increase in demand. Actually Blakemore brings bigger profits to the grower and finer, firmer fruit for the consumer.

Our Blakemore are of the finest Yellow Free Strain.

Growth—Blakemore will make an abundance of plants under practically all conditions and soils. In the North or on very rich soils will produce more and larger berries if spaced or thinned. Free from leaf troubles.

Size—Berries are of a medium size, very uniform, holding up well to the end of the season.

Productiveness—Will average with the best in production and because of its free bedding habit always makes a good fruiting row, this means dependability year in and year out.

Firmness and Color—One of the firmest varieties with a very tough skin and the color is a light red, does not darken as the berries become overripe. These two factors make possible the wide distribution of the fruit under refrigeration, both by truck and rail and the ultimate consumer receives the fruit in fine condition and is naturally a repeat buyer. An added value of this firmness and light color; the grower may let the fruit hang on the vines two or three days after apparently ripe without loss, when labor shortage or weather delays picking.

Quality and Flavor—Medium sub-acid, flesh firm and of fine texture, red to center. Excellent fresh, or for freezing and canning.

FAIRFAX

With the finest flavor and highest dessert quality, Fairfax is the most popular home garden berry, which plus unusual firmness, large size and productiveness give it high commercial value. Fairfax is now one of the major early varieties, is being successfully grown as far South as North Carolina, and in all Central and Northern States. Usually a day or two later than Premier, has an exceptionally long fruiting season often fruiting as late as Chesapeake.

Growth—Very strong and vigorous and free from leaf spot and scorch, foliage holds up exceptionally well at fruiting. Plants are well developed and large, normally a good fruiting row is made.

Size—The berries are very large and hold up well in size throughout the season. Fairfax has a very long season. We have picked it after Chesapeake was over.

Firmness—Fruit is firm almost to the point of hardness, even more than Blakemore, carries well although will turn dark with holding. Skin is tough with high gloss, giving the berries a very rich appearance.

Quality and Flavor—The berries have a firm, even texture and a rich pleasing aroma. The flavor is exceptionally rich, full bodied and very sweet.

Yield—Very productive. The fruit stems are strong and upstanding and in spite of large size, fruit is held well off the ground.

Color—Medium light red, turning darker quite rapidly as berries become overripe. However, the berries remain firm and retain this high gloss and delicious flavor even when very overripe.

Frost Resistance—Although not as frost resistant as Premier, Fairfax has suffered very little damage from this source and can be considered one of the more resistant early varieties.

FAIRFAX EXTRA'S—Quality, Flavor and Beauty

GET THIS BIG LIVE MAGAZINE NOW!

60 MONTHS $1.00 or 12 MONTHS 25¢

YOU will be delighted and wonder how these two great up-to-the-minute illustrated magazines, now printed together, can cost so little. It's for all — men, women, boys and girls, — clean and wholesome, no liquor advertisements.

Farm Journal and Farmer's Wife, Dept. C, Phila., Pa.

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60 MONTHS $1

More For Your Money — Send $1.00 for 60 months and protect against price increase and additional paper rationing. Or 25c gives you 12 big issues, biggest value ever for a Quarter.

12 MONTHS 25¢

Something for the Whole Family

Farm Journal and Farmer's Wife is published monthly; big issues; new timely features; fine pictures; beautiful colored covers. Brief, easy to read; 67 years old. Largest subscription list in the world,—over 2,700,000 from Maine to California; Money back if not satisfied.

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For folks who live in the Country and love the Country. Printed on fast-running presses, this Month Ahead-Magazine gets the important news to you first when it is valuable and useful.

Farm Journal section: Latest ideas in farm practice, equipment and machinery repairs, livestock, dairying, poultry, crops, orchard, garden, and everything about the farm. Latest Washington news important to farmers.

Farmer's Wife section carries new practical ideas on home decorations, fashions, fancywork, health and beauty. Canning, foods recipes tested in our own Farm Kitchen. Features on country life. Farm Women's letters, etc. Fiction by nationally known authors.

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WILL HELP YOU GROW A BETTER GARDEN

Mail this Coupon today with remittance (at our risk), direct to Farm Journal and Farmer's Wife, Dept. C., Philadelphia 5, Pa.

Recommended by

RAYNER BROTHERS

If you are now a Subscriber, you may mail or

DORSETT

Introduced in 1933 Dorsett is now one of the leading early varieties throughout the East central and central states. In this area Dorsett has been a very profitable variety. The fine flavor and great beauty of the fruit accounts for its popularity. The fruit is medium firm and if ordinary care is exercised in picking and handling is very well suited to conditions in this section. At its best Dorsett is one of the most beautiful and most productive varieties and will repay many times the extra care it may require. For the careful grower we recommend Dorsett as one of the best.

DORSETT—Fine Quality and Great Beauty

Growth—Foliage is vigorous and healthy, very resistant to leaf diseases, makes plants freely and may become too dense on rich soil, or with too liberal application of fertilizer or manure. This is a condition that should be avoided.

Size—The fruit is large and holds up very well w ith sufficient moisture, under dry conditions will run down in size at end of season.

Quality and Flavor—Of the very finest.

Color—Medium light red to center, retains light color for several days after apparently full ripe. Fruit is very uniform.

Yield—Dorsett does not produce as many blooms as Premier yet in many instances has outproduced it through larger size of all the berries. We consider Dorsett very satisfactory from the standpoint of production.

Firmness—Slightly more firm than Premier, with proper care holds up very well.

MAYTIME

A FINER EXTRA EARLY BERRY

An extra early berry of great merit, has made a very fine showing from Virginia to southern Mass. and westward to Oklahoma and Kansas. We have fruited Maytime for seven years and it has always been from 4 to 8 days earlier than Dorsett, Premier and other early berries. Although it blossoms early we have never had any noticeable loss from frost, either through resistance or the hardiness of the forming fruit, thus we believe Maytime can be considered quite frost resistant.

The berries ripen quickly and a large portion of the crop is harvested in the first two pickings, before the regular early berries begin ripening. At that time, when supplies are light, prices are usually good. Maytime berries are very firm, attractive and of high quality, which, plus its unusual earliness make it a most valuable addition to the present varieties.

MAYTIME—Very Early, Yet Firm, Attractive and Delicious

Growth—Maytime produces runners very freely and a good fruiting bed is readily formed. Plants are very vigorous, of medium size with leaves covering the flower cluster which protects them from frost to some extent, resistant to both leaf spot and scorch.

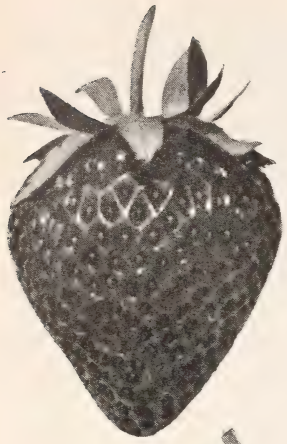
Size—The berries average large at first and medium to large later in the season, average slightly smaller than Dorsett the primary berries are wedge shape or conic, the later berries conic, smooth and very uniform, seeds even with the surface.

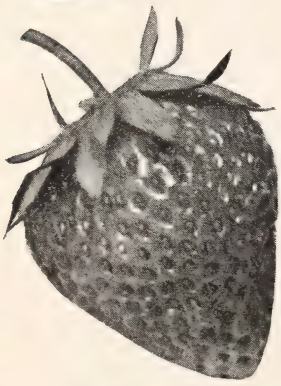
Quality and Flavor — Very good, much sweeter and superior to Blakemore and Missionary, dessert quality is high, juicy, with fine, firm texture.

Color — A bright red throughout. Skin glossy and firm. Does not turn dark on holding.

Firmness — Maytime is very firm, handles very well which with its earliness and fine appearance makes it very promising as a profitable berry in the areas to which it is adapted. About four days earlier than Premier or Dorsett.

To those who value earliness, firmness and high quality, we recommend Maytime most heartily.





MIDLAND

New MIDLAND

NEW EARLY FROM U.S.D.A.

A cross between Premier and Redheart made by Drs. Geo. F. Waldo and Geo. M. Darow, in 1929. Selected in 1931, Midland is introduced as an early commercial variety. Ripening slightly later than Blakemore. A heavy producer of extra large berries of high dessert quality. Midland topped the New York wholesale market with us in 1943, bringing a premium of eight to ten cents per quart. The large size, delicious flavor, and firmness of Midland, combined with its productiveness is sure to make it a very profitable favorite with all berry men. We believe it will become a leader, even as its parent Premier did many years ago.

Size—Berries are very large. Under test it required only one-half as many berries per quart as Blakemore. They are slightly irregular, color deep red, glossy, seed about even with surface. Firm, shipping quality good.

Quality and Flavor—The flavor is good, not quite up to Fairfax, but better than many leading varieties.

Growth—Midland is a free plant maker, does not make as dense a row as Blakemore, but will produce a good fruiting row under even adverse conditions, plants healthy with no apparent leaf spot or scorch.

Productiveness—Midland was very productive, when tested, in Maryland, Conn., Mich., New York, Missouri, Iowa, and Maine, being one of the heaviest producers with us.

Undoubtedly, Midland is slated to be a leader, giving its growers greater profits. Will be a national favorite in a few years. Order a few plants this year and be one of the first to test it in your locality, as the supply of plants are limited, we urge that you order at once to insure delivery.

KLONDYKE

A very fine early commercial berry for the south and south central states. In that section Klondyke is very popular and widely grown. The growth is vigorous and the foliage clean. Berries are medium large, smooth and uniform, a bright red, very firm and excellent shippers.

MISSIONARY

An old, dependable shipping variety, largely grown in Florida and other southern states. Does well in all types of soil and especially well in the lighter types. Is very popular with the juice men. We believe Blakemore a better variety generally, with the exception of in Florida where Missionary is still the leading variety. The fruit is rather tart, dark red in color, of medium size and has a very attractive appearance. A heavy producer and sizes up the entire crop well.

DRESDEN

For the Northern States Dresden is a most promising early variety. A vigorous grower, producing a good matted row of large, thrifty, plants. Very productive, fully equal to Premier or Catskill and the berries are usually very large, even larger than Catskill and very similar to it in shape, color and quality. Many of the first fruit are wedge shape and quite irregular, however, the unusually large size more than makes up for this. We have been fruiting Dresden since 1938 and every year it has been very fine although from our observations we believe it grows best from southern New Jersey and Penna. northward. Near Oswego, New York we have seen Dresden producing the best crop and the largest berries in our experience.

Dade Co., Fla., Oct. 14, 1943

I am enclosing an order for Mastodon strawberry plants; trust you will send them as soon as possible. The plants I bought of you in 1941 made a magnificent bed. All my neighbors admired my beautiful strawberry patch; in the Spring they bore a huge crop of the handsomest and best flavored strawberries I have ever had the privilege to eat. It has given me pleasure from time to time to recommend your plants to other people. All my friends are pleased with the results of their plants.

Very truly yours, Mrs. Thomas A. Dewies

Catskill, Largest Size
Heavy Yields

CATSKILL

THE MOST PROFITABLE MIDSEASON BERRY

Of the midseason varieties Catskill is the most widely grown, and this popularity is justly earned through dependability, good yields, and large size. This adds up to consistent high profits which is the type performance growers want. Since first introduced Catskill has always made a crop and is apparently as frost resistent as Premier. Yields have been exceptionally high and the berries are larger than any midseason variety. Catskill thrives on practically all soils and a good fruiting row is readily formed. As a midseason variety for high yields and good returns year after year Catskill is the berry.

Growth—Catskill makes a very vigorous, healthy growth.

Size—Berries average large to very large, makes a nice package that demands top prices, holding their size well to the end of the season.

Firmness—The largest berries are as firm as any extremely large berry, but not as firm as those of average size, however they are firm enough to stand shipment well.

Productiveness—With us, Catskill is one of the heaviest producing varieties, our plants were direct from the N. Y. Experiment Station and have become noted for their fruiting ability, some years they have even out-yielded Premier. The enormous size of the berries quickly fills the basket so that often over 10,000 quarts of top quality berries are produced from an acre. Be sure to include them in your planting this year.

STARBRIGHT

A BRILLIANT, FIRM, DELICIOUS MIDSEASON

Developed by the U. S. D. A. from a cross of Chesapeake and Fairfax, and released for introduction in 1940. Starbright has now been fruited by many growers and has generally given excellent results. Starbright's leading points are uniform large size, a smooth, sparkling skin, bright yellow seed and unusually high quality and firmness. A distinctly superior berry that has all the requirements for the most particular gardener and yet is ideally suited to the commercial grower.

Growth—Starbright makes runners quite freely. The plants are large, and because the runners are long the plants are usually well spaced in the bed. The leaves are large and unusually free from leaf spot and scorch. The flower clusters are large and the stalks are strong, holding the flowers and fruit off the ground. The leaves are somewhat taller so the blossoms are protected against frost.

Size—The berries are large, blunt wedge to blunt conic, very uniform in shape.

Quality and Flavor — The flavor is fine, similar to that of Dorsett. Dessert quality is very high, superior to the Chesapeake which is truly a high compliment to any strawberry.

Color — A bright medium red similar to Dorsett, does not turn dark, the flesh is light red and juicy. The color of Starbright is near perfection for commercial growers, home garden and preserving.

Firmness — The berries are firm, with a tough glossy skin, the seed are bright yellow and protruding; thus the berries have exceptional shipping qualities. Starbright is recommended from Va. to N. J. and westward to Kansas and Iowa. This is probably a very conservative recommendation and because of Starbright's fine qualities and higher profit we feel it will be successful over a wide area.

STARBRIGHT

MASSEY

Massey is an unusually fine, large, commercial or home garden berry that has been giving exceptionally good results in North Carolina and will probably be successful over a much wider area.

Ripening in early midseason a few days later than Blakemore. The berries are of the very finest quality and are even more firm than Blakemore, smooth, uniform and light brilliant red. Does not turn dark after picking. We believe Massey will be one of the most successful varieties in the area where it is adapted.

Growth—Vigorous, makes a good fruiting row of large, thrifty plants. Resistant to spot and scorch.

Size—The flowers are large and carry abundant pollen, the berries are well developed; are large to very large, with a bright green cap of medium size. Very attractive.

Quality and Flavor—Fine dessert quality and delicious flavor which are fully retained even after several days in shipment.

Firmness—Berries are very firm. Has shown to be an even better shipper than Blakemore. Skin is also tough.

Color—A bright red similar to Blakemore. Holds this light color, high gloss and fine flavor for an unusually long time. Seeds are small, yellow and even with the surface.

Production—Fairly productive and as the berries average quite large, there is high yield of No. 1 fruit.

MASSEY IS VERY FIRM, UNUSUALLY ATTRACTIVE

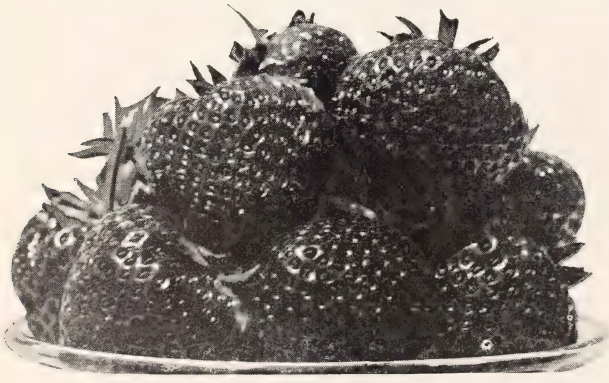
ABERDEEN

Aberdeen makes a good fruiting row, the plants are quite large and seldom become too dense. The fruit is large, of a medium light red, holding this light color even when over-ripe, quality and and flavor are good, although none too firm and should be handled carefully to avoid injury. Picking in the morning and late afternoon, when it is cool, will help greatly in keeping the fruit in good condition. Properly handled and sold on nearby markets, Aberdeen often brings better returns than varieties superior in both quality and firmness. Usually, Aberdeen is as productive as Premier, and fully as attractive. A profitable variety when properly handled, that fills a definite need, especially where the berries can be moved quickly and hauling distance is short.

PATHFINDER

An early midseason variety that was developed from a cross of Lupton and Aberdeen. Very productive of medium large, very uniform smooth, attractive berries. The berries are only medium firm and Pathfinder is best suited for growing where market is reasonably near. To us, Pathfinder is in many respects superior to Aberdeen and yet has all the desirable points of that variety. We have been fruiting Pathfinder since 1937 and have found it a consistent heavy producer, particularly so under drought conditions. This drought resistance, we believe, can be attributed to the unusually long dense root growth of the plants.

The plants are very vigorous and immune to root diseases, resistant to both leaf spot and scorch. Makes a good fruiting row of medium large plants. The berries are medium light red and of good quality and flavor. Pathfinder is best adapted to the latitude of Northern New Jersey and Northward. Where conditions permit reasonably quick movement of the fruit, Pathfinder is very profitable.



PATHFINDER—Uniform and Productive

BIG JOE — OLD FAVORITE

Until the introduction of Catskill, Big Joe was the best and most profitable midseason variety, coming on just as the early sorts were ending, and ripening the major portion of the crop in the first three pickings, usually catching the market when large, attractive berries were at a premium. However, Big Joe has definite soil preferences, and as the blossoms are borne above the foliage and practically all open at once, occasionally suffers damage from late frosts.

Growth—Big Joe makes an abundant plant growth, plants are strong and vigorous with exceptionally healthy foliage. The fruit stalks are strong and upstanding.

Size—The berries are large to very large, of slightly flat conic shape, very regular. However, under very dry conditions, after the second or third picking, Big Joe usually run down in size. With sufficient moisture, the last of the crop is sized up well.

Quality and Flavor—The quality of Big oJe is very good, the flavor fine and full bodied. It has a pleasing tang all its own that is really delicious. The color is a medium light red clear through, that is slow to turn dark after picking.

Firmness—The fruit is fairly firm, more so than Premier, but not as firm as Chesapeake or Fairfax, although it is firm enough for long distance shipment.

Productiveness—Under favorable conditions, Big Joe is a heavy producer.

Typical Big Joe Berry

SENATOR DUNLAP

(Dr. Burrell). A good home garden and canning variety of long standing. For many years very popular in the north and central states. We do not recommend them south of the Mason-Dixon line. The plants are very hardy and vigorous and are the most freely bedding variety we have, with the possible exception of Blakemore. The plants are small and should not be permitted to become too thick in the row. A heavy producer of medium sized, dark red fruit of fair quality. The greatest advantage of Dunlap is its ability to make a good growth and produce heavily under almost any condition.

WM. BELT — Old Favorite Late Variety

A fine old variety that has enjoyed great popularity in the Northern States. Because it is susceptible to leaf diseases, it is not successful in the South. In a favorable climate, Wm. Belt is a vigorous grower, making a well matted row, and producing a fine crop of large, attractive fruit of high quality. The fruit is a bright, glossy red, with a vivid green calyx, and although many of the berries are coxcomb, they make a very attractive package. Firm enough to make an ideal local or nearby market variety of such quality and beauty that many growers still place Wm. Belt as the best late berry for their conditions.

LUPTON — VERY FIRM Good Shipper

As a late shipping variety Lupton is very hard to equal. The plants are strong, vigorous and free plant makers on all types of soil. We recommend this variety especially where it is hard to get a satisfactory bed of Chesapeake. Lupton is productive of large glossy red fruit with an attractive green cap. The outward appearance of the fruit is very similar to Chesapeake, is very firm and ships well but the flavor is mild and the texture is dry and mealy, therefore Lupton is unsuitable for home garden, local market or those who are building up their own retail trade. First grown in New Jersey, Lupton is steadily gaining popularity in Maryland, Delaware, Pennsylvania and other nearby states.

AROMA — POPULAR LATE VARIETY

The most popular late shipping berry for the South and South Central States. The growth is fairly vigorous, making a well spaced bed of medium sized plants; the foliage is low, and the stems are borne to the ground by the weight of the fruit. The fruit is large, bright, attractive, and very firm, and the entire crop sizes up very well. Aroma has a full measure of the essential characteristics for a profitable long distance shipping berry. It is a real money maker for many growers.

Sussex Co., Pa., Dec. 17, 1943

Just received the strawberry plants, they were large, well-rooted and beautiful. I know they will be successful. Thanking you many times for your kindness and promptness.

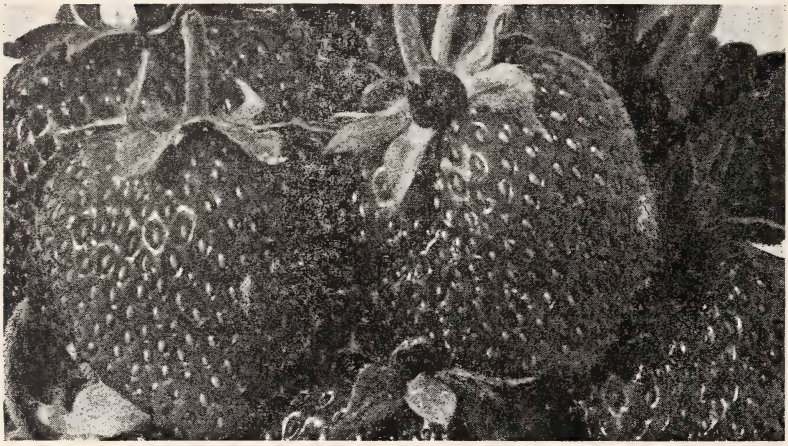
Yours truly,
Mrs. B. W. Nelson

Fairfax Co., Va., May 8th, 1943

I received the plants today, and have planted them. I sure do thank you for your prompt service, although it was late when I ordered. Will order earlier next year.

Yours very truly,
Martin Murray

New FAIRPEAKE



FAIRPEAKE—Beautiful, Delicious, Productive

(U.S.D.A. 2119)

NEW LATE
From U.S.D.A.

A cross of Chesapeake and Fairfax, made in 1931 by Dr. Geo. F. Waldo, selected in 1933. These top ranking parents have produced in Fairpeake a truly remarkable child. With people that have tested this seedling it has become a favorite; in flavor, which is delicious, by some claimed to be better than Fairfax. Its beautiful appearance, good size and firmness, combined with its productiveness, give it promise of a great future. This new late variety ripens right after Catskill.

Berries—The berries are of good size, rich red in color, with a tough, glossy skin. Seed are raised, firm texture, good shipping berry.

Quality and Flavor—Fairpeake is a very sweet berry, with excellent dessert quality, ranking even better than its parents.

Growth—Fairpeake is resistant to leaf spot and scorch, growth is fairly vigorous, making a good number of runner plants.

Productiveness—For a late variety Fairpeake is a heavy producer but as it ripens late, coming in right after Catskill, it should be planted in moist soil for best production.

This is your opportunity to get a new late extra delicious berry, one you will be proud to offer your trade, and which will surely bring you repeat orders.

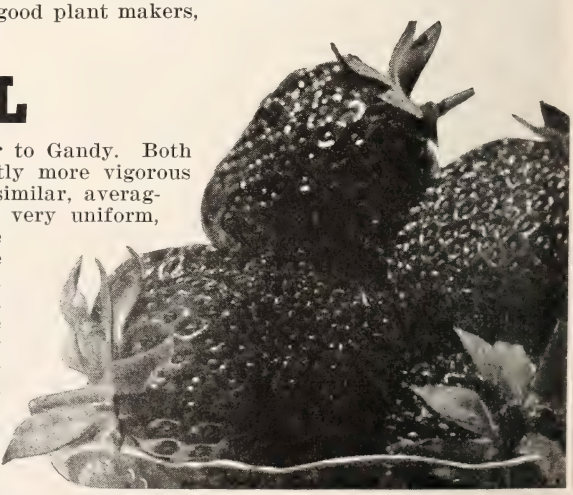
A limited supply of plants of this variety means you will have to order early to obtain any this spring.

GANDY

Long recognized as the leading extra late berry, fruit is medium large, firm and attractive, slightly acid. Very productive under favorable conditions. For those who have moist, springy soil it is a profitable variety. Should be well fertilized for best results. Blooms very late, escaping late frosts. Plants vigorous and good plant makers, thinning necessary on rich soil.

PEARL

As a whole, this variety is very similar to Gandy. Both are of the same season. Pearl is slightly more vigorous and productive. The fruit too, is very similar, averaging fairly large, light red, round conic, very uniform, flavor slightly acid but not enough to be objectionable. As is true of all very late berries it is always best to plant them on springy, moist soil. For best results, Pearl should be well fertilized in the spring before the growth starts in order that they may mature their whole crop of fruit. A fertilizer containing a liberal amount of phosphoric acid and nitrogen, and little or no potash, is our recommendation. As Pearl is a prolific plant maker, thinning is sometimes advisable when planted on a rich soil or when weather conditions are very favorable.



Pearl Is Very Uniform and Attractive

CHESAPEAKE

THE "KING" OF LATE BERRIES

Chesapeake has long been considered the finest and most desirable late berry for either the home garden or the commercial grower. However at times it was difficult to get a good fruiting row and in an effort to correct this we have been selecting our Chesapeake for vigor of growth and good plant production. Since 1938 we have had very good beds and in 1941, under very serious drought conditions, our Chesapeake beds were equal to Premier and Catskill growing in the same field. This is an unusually fine showing for Chesapeake as with its dependability, excellent quality and uniformly large size, a good bed of Chesapeake is fine assurance of good yield and sure profit. Set Rayner's Chesapeake for SURE SUCCESS.

CHESAPEAKE has beauty and quality

Quality—The quality and flavor of Chesapeake is very fine. This, combined with firmness, disease and frost resistance, and productiveness, truly makes it an ideal late variety. Chesapeake is equally desirable for the home garden, local market, or for commercial growing.

Size—The berries are large to very large and hold their size well to the end of the season. This is possible through the large vigorous plants, always spaced well in the bed and never set more fruit than can size up. This is another reason why Chesapeake is a favorite of the consumer.

Firmness—Chesapeake is an excellent shipping berry. For commercial growers this is very important as the condition of the fruit when it reaches the market always is an important factor in the price received.

Growth—Chesapeake should be set in rich, well manured soil, respond to good cultivation and the soil should be stirred often during the growing season. The foliage is strong and healthy, very resistant to leaf spot and other foliage troubles, holding up well until the whole crop is harvested. Chesapeake blooms very late and by so doing escapes late frosts, much as Premier does through its resistance and abundance of bloom.

Productiveness—As a late variety Chesapeake is very productive. Although it does not set an abundance of fruit, as some varieties do, set plenty to produce a mighty fine crop of large marketable berries which practically all size up, right to the last picking.

REDSTAR

REDSTAR

NEW EXTRA LATE

Redstar is really a great addition to the strawberry varieties, filling a very definite need for an extra late variety of very high quality. Very large, firm and with exceptional beauty. A variety that is vigorous and hardy and is easily grown. As a commercial or home garden berry, Redstar is as fine as could be desired. Several days later than Gandy and is superior to it in every respect. This extra lateness plus Redstar's fine quality will mean better prices and bigger profits to growers and especially to those in the Northern States. It is recommended for all Northern States, as far South as Virginia and West to Missouri.

Size—The berries average large to very large, holding their size well to the end of the season. They are conic and sometimes furrowed, not so uniform as Starbright. The calyx is large and a bright green making the berries very attractive when crated.

Quality and Flavor—The flavor is rich though quite tart until fully ripe. The dessert quality is excellent, probably equal to the best.

Color—Bright red and does not turn dark, the flesh is a light bright red. The seed are yellow and protruding, which with its bright green cap gives Redstar berries a perfect color combination.

Firmness—Very firm with a tough, very glossy skin, with the added protection of the raised seed. Redstar is very well suited to commercial practices in handling and ships very well. The firm flesh and tough skin retain the shape perfectly in preserving and canning, which adds to its value, especially as a home garden berry.

We have fruited Redstar for six years, have seen it growing under a wide range of soil and climatic conditions, in every instance it was exceptionally fine. Although several days later than the old very late varieties it was so far superior to them there were no grounds for comparison.

EVERBEARERS

Delicious Berries this Year

Here's How to Get Them

The question most often asked in letters coming in during the spring is "What can I do to have berries this year?" With the "hurry up" we all feel now this search for quick results will probably be more urgent than ever. Fortunately there is a practical solution in the everbearers. Rayner's everbearers, Mastodon and Gem, really do bear. Beginning 90 days after the plants are set in the early spring and fruiting on until hard freezing weather in the fall, and producing a big crop again the following spring with the standard varieties, yet requiring no special attention. Who could ask for more? The everbearers give so much for so little, in care and expense, no home garden can be complete without them.

Many commercial growers who have moist, springy soil or irrigation find the everbearers very profitable. Demand and prices are always good and high returns are the rule. As the everbearers produce a heavy spring crop equal to most standard varieties they are sure money makers. Everbearers are as easily grown as standard sorts, all blossoms should be removed until plants become well developed, this is usually about the middle of July. For largest size all runners should be removed as they appear, but good crops of fine fruit are possible if runner plants are kept well spaced.

MASTODON

For many years Mastodon has been the most popular everbearing variety. It is very dependable, producing a good crop during the summer and fall following planting, and a very heavy crop the following spring, in fact, this spring crop is so fine and the berries so large Mastodon would be a valuable variety for the spring crop alone, thus, it is truly a double value berry. For berries this year set Rayner's productive Mastodon, the best assurance of quick results and high yields.

Growth—Plants are large and vigorous and the large leaves shade and protect the summer and fall berries very effectively. As a result of this protection berries can often be picked even after several hard freezes. Foliage very resistant to leaf diseases.

Size—The summer and fall berries are mediumto large and the spring fruit large to very large.

Color—Berries are a medium red. Rather irregular in shape though quite attractive.

Quality and Firmness—Similar to Premier. Not sufficiently firm for long shipment, especially in summer. Very satisfactory for home use or nearby market.

Typical Cluster of Gem in Mid-Season

GEM

Gem is productive and the berries are very smooth and uniform, light, even red and firm. Quality too is good. At it's best we consider Gem one of the finest everbearers and many of our customers prefer it to any other.

Growth—Vigorous, making runner plants quite freely. Foliage dark green and free from leaf troublees.

Size—Berries are medium to large, very smooth and uniform, usually blunt conic to oval in shape. One of the most attractive everbearers.

Quality - Firmness—Quality is good and the berries are quite firm, holding up very well in shipment. This is one of Gem's very desirable features.

Color—A light, brilliant red, do not turn dark when over-ripe. Berries ripen evenly all over.

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Under the Dome— Short, interesting, late items on what is happening in Washington that you want to know about. Right now Washington is the World's news center and the editors give you the news and facts behind the news. Always an important page to you.

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IMPORTANT: Mail direct to PATHFINDER with $1.00 (at our risk). Offer good only in U. S.

See Other Side

Plant Supplies for 1944

Due to the very severe drought that we had here in the East, last summer, strawberry plants are very scarce. In fact, many of the fields were complete failures, and were plowed under, those that did survive were only able to produce a limited number of runner plants. Due to this shortage we are only offering strawberry plants in 1000 lots in our price list, on page 23, instead of the customary 5000 quantities that we have formerly offered. This does not mean that we will not be able to supply you with 5000 plants or more of many varieties, but we realize we will not have sufficient plants to supply our regular customers, and we wish to distribute them among our customers as fairly as possible. To aid you in selecting a second choice on your order, we are listing our estimated supply for 1944 Spring delivery.

BLAKEMORE	OUR	SUPPLY	SHORT	—ABOUT	30%	OF	1943	SALES	
DORSETT	"	"	"	"	50%	"	"	"	
DRESDEN	"	"	GOOD	"	90%	"	"	"	
FAIRFAX	"	"	SHORT	"	50%	"	"	"	
FAIRMORE	"	"	GOOD	"	90%	"	"	"	
KLONDYKE	"	"	FAIR	"	80%	"	"	"	
MAYTIME	"	"	GOOD	"	90%	"	"	"	
MISSIONARY	"	"	SHORT	"	30%	"	"	"	
MIDLAND	NEW VARIETY—LIMITED NUMBER OF PLANTS.								
PREMIER	OUR	SUPPLY	FAIR	—ABOUT	60%	OF	1943	SALES	
ABERDEEN	"	"	FAIR	"	70%	"	"	"	
BIG JOE	"	"	GOOD	"	90%	"	"	"	
CATSKILL	"	"	SHORT	"	50%	"	"	"	
MASSEY	"	"	GOOD	"	90%	"	"	"	
PATHFINDER	"	"	FAIR	"	80%	"	"	"	
SEN. DUNLAP	"	"	GOOD	"	90%	"	"	"	
STARBRIGHT	"	"	"	"	90%	"	"	"	
AROMA	"	"	SHORT	"	50%	"	"	"	
CHESAPEAKE	"	"	FAIR	"	60%	"	"	"	
LUPTON	"	"	"	"	70%	"	"	"	
WM. BELT	"	"	SHORT	"	50%	"	"	"	
GANDY	"	"	GOOD	"	80%	"	"	"	
PEARL	"	"	"	"	80%	"	"	"	
REDSTAR	"	"	FAIR	"	70%	"	"	"	
FAIRPEAKE	NEW VARIETY—LIMITED NUMBER OF PLANTS.								
GEM (E.B.)	SUPPLY VERY SHORT—ABOUT 20% OF 1943 SALES								
MASTODON (E.B.)	"	"	"	"	15%	"	"	"	

One of our farms had a few local showers, which gave us a near normal supply of plants of some varieties, but if you wish to obtain any variety that is listed, "Short Supply", place your order at once so that we can save them for you. Also be sure to specify a second choice on your order, otherwise we will substitute a variety similar to the sort ordered. For best service we request that you order early.

Loudown Co., Va., April 22, 1943

Many thanks to you for sending such fine plants. I immediately planted them as soon as they arrived. They look as if all will grow nicely. All the plants were in perfect condition when I opened the package.

Very truly yours,
Catherine Stevens

Bedford Co., Va., April 26, 1943

I am enclosing order for 500 Premier strawberry plants. Please send them at once, as I am somewhat late with this order. A few years ago I ordered 500 Premier plants from you and picked over 500 quarts of berries from them the following spring. Twelve of the berries, laid side by side, measured 22 inches. Hows' that for yield and size? Rayner's Premier is my favorite and most dependable strawberry.

Very truly yours,
Gilbert O. Miller

Montgomery Co., Pa., Dec. 17, 1943

I am enclosing my order for 9000 strawberry plants for delivery the latter part of March. The first 4000 plants I planted came from you several years ago, set them on my farm at Monroeton, Pa. The finest yield and largest crop I ever grew came from them. Your plants have always proven successful with me.

Very truly yours,
E. E. Hinman

Plymouth Co., Mass., April 18, 1943

Received my plants and was more than pleased with them. I find I need 200 more Premier plants. Kindly send them at once. I wish to thank you for your promptness. I could get the Premier plants practically next door, but after seeing the fine plants you sent me, have decided to get them from you, rather than use these local plants.

Very truly yours,
Charles Shebeck

Rayner's EASY TO GROW BIG YIELDS! PROFITS! BLUEBERRIES

The Famous Money Makers - Leads All Bush Fruits In Profit

Our blueberry plants are grown here on our nurseries, are propogated from carefully selected cuttings of the heaviest yielding plants. This is your assurance that Rayner's Blueberry Plants are best, for vigor, yield and profit.

Leading Giant Varieties

CABOT (Early). Bush is rather low and spreading, seldom reaching a height exceeding 4 feet. One of the earliest varieties, a good producer, excellent flavor, and a good shipper. Fruit is large, firm, and attractive. A fine commercial or home garden variety.

JUNE (Early). Begins ripening a few days before Cabot. The entire crop ripens quickly, usually a week or more before the last picking of Cabot. Medium high bush, with small leaves. Productive, firm and of good quality.

CONCORD (Mid-Season). Is liked by many of the old blueberry growers. The bush is upright, and at maturity, often exceeds 6 ft. in height. Young growth is bright red foliated. Productive and of good quality. Berries are large.

STANLEY (Mid-Season). Ripens about with Rancocas. Has a tall, vigorous bushs, with large, thick, shiny leaves. The berries are large, firm, with an excellent flavor. Productive.

RANCOCAS (Mid-Season). One of the most popular varieties. Ripens about two weeks after Cabot. The bush is tall, vigorous, and attractive. Fine quality, and an excellent shipper.

PIONEER (Mid-Season). The first named variety developed as a result of blueberry breeding. The bush makes a fairly vigorous, spreading growth, hardy and productive. The wood has a dark red winter color. Fruit ripens in mid-season; ten days to two weeks after Cabot. The berries are large, light blue, firm, sweet and have a fine flavor. Excellent shipping variety.

RUBEL (Mid-Season). One of the finest of the wild selections, Rubel was discovered in the pine barrens of New Jersey and is a parent of many of the present hybrids. The bush is upright, very vigorous, hardy and productive. Fruit is medium large, light blue, very firm, and ships well. The quality is fairly good, although somewhat acid. Rubel is widely planted and is well liked by many commercial growers because of its productiveness, firmness and desirable growth characteristics.

SCAMMELL (Late). A variety that is especially adapted to southern conditions. Is not sufficiently hardy in exposed locations in the north, but has given fine results as far south as North Carolina. The bush is medium high, productive of large, firm fruit of excellent flavor. Ships very well.

JERSEY (Late). The bush is upright, vigorous and attractive. The berries are very attractive, firm, of fine quality, and very large. Ships well. Jersey is ideal for home or commercial planting.

Size, Beauty and Flavor All Present In Rayner's Blueberries

Prices of Rayner's Superior Quality Cultivated BLUEBERRY PLANTS

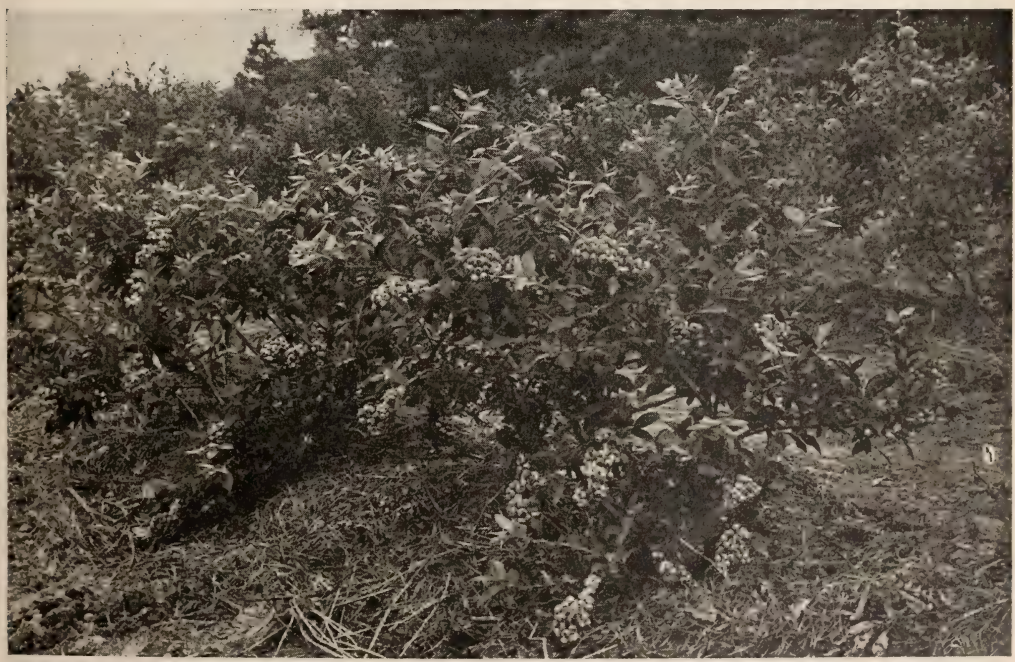
	Each	3-9	10-29	30-99	100 or more
1 yr., 3-6 in.	$ .65	$ .55	$ .45	$ .40	$ .35
2 yr., 6-12 in.	1.20	1.00	.85	.75	.65
3 yr., 12-18 in.	1.50	1.30	1.15	1.00	.90
3 yr., 18-24 in.	2.25	2.00	1.75	1.50	1.30

Prices F.O.B. Salisbury, Maryland.

For profit and for permanence the cultivated blue berry is without an equal. The foliage, blossoms, fruit, and even the dormant wood are all very beautiful, thus it is as ornamental as it is useful in the home planting. The latest of native American fruits to be developed through breeding, cultivated blueberries hold promise to soon be the most important as well as most profitable bush fruit. From our planting this year, our prices ranged from 36c to 50c per pint on the New York wholesale market, this was only the fourth year but the yield was over 2000 pints per acre. Is there any wonder we are enthusiastic about blueberries.

Include Rayner's Selected Blueberry Plants in your planting this year.

These Rancocas illustrate the size and beauty of our cultivated Blueberries.



Fine Crop 2nd Year After Planting. Rayners' Plants Bring Results!

Blueberry Culture

ADAPTABILITY—Cultivated blueberries are being successfully grown from North Carolina to the Northern boundary of the country, and are generally adapted wherever wild blueberries and huckleberries are found. As cultivated blueberries are now being grown only in limited areas, we do not feel any exact limit of their adaptability has been established, and would suggest small plantings anywhere except in the deep South or where the soil is alkaline or very dry.

SOILS—On natural blueberry soils having an abundance of humus and a fairly constant high water table, blueberries grow well under clean cultivation. Such soils must have good surface drainage, or the plants may be injured, while small, from too constant flooding after heavy rains. Planting on wide ridges, six or seven inches high, will greatly reduce the danger of injury. This practice of ridging is now generally followed on this type of soil. On regular soil, the site selected for the blueberry planting should also have good surface drainage, be well supplied with humus and retentive of moisture. It should be borne in mind that the productiveness of a blueberry planting depends largely on the moisture supply in the upper soil, which may be maintained by applying a heavy permanent mulch. Blueberries require a somewhat acid soil, growing well on soils ranging from p. h. 3.8 to 5.5. Soils having a lighter p. h. value should not be used. For small plantings, large holes may be dug and filled with soil having the desired p. h., with humus in the form of peat or leaf mold added.

PLANTING—For commercial planting, plants are set every four feet in rows eight to ten feet apart. Where mulching is to be practiced, the wide row is desirable, as many varieties of blueberries reach a height of six to seven feet and a width of five to six feet. Plants should be set slightly deeper than they grew in the nursery, with the roots well spread out. When planting, we place a thin layer of pulverized peat and sand, which has been soaked and mixed half and half, below and above the roots. We feel this makes an ideal rooting medium, and will keep the plant well supplied with moisture until it becomes established. Before planting, **one-half to two-thirds of the top growth should be pruned off.** For the home planting, plants may be set in whatever manner is convenient, giving them about thirty-two square feet of space to each plant.

MULCHING—On all but natural blueberry soil, mulch should be applied as soon as the plants are set. Such materials as straw, salt hay, sudan grass, pine needles, or leaves may be used, applied at the rate of six to eight tons per acre. Further applications should be made each year in such quantities as are required to maintain the mulch. With individual plants, mulch should be applied over an area six to eight feet square.

FERTILIZER—The application of commercial fertilizer has given a very marked increase in the yield and size of fruit. Applications up to 600 lbs. per acre have been very profitable, and indicate that even heavier applications would pay. A mixture of 100 lbs. nitrate of soda, 100 lbs. dried blood, 400 lbs. rock phosphate and 66 lbs. sulphate of potash has given good results on soils with a p. h. value below 5.0. On less acid soils, sulphate of Ammonia should be used in place of nitrate of soda. In Michigan a standard 5-10-12 fertilizer has been used successfully.

POLLINATION—It is generally conceded that many or all of the cultivated blueberries tend to be self-sterile. Therefore, two or more varieties should be planted to insure good pollination; usually one or two rows of each variety, alternating across the field.

YIELDS—Cultivated blueberries are very productive. According to observations by one Experiment Station, yields that may be expected after the first two years are as follows:

3rd year	960 qts. per acre
4th year	1,920 qts. per acre
5th year and thereafter	2,560 qts. per acre

We have reports of yields of 4,000 quarts per acre, but this was made on very good soil in the eighth year, and weather was very favorable. Given proper care, a blueberry planting will be profitable and productive for fifty to seventy-five years, and possibly longer.

PROFITS—Since the introduction of the large, delicious, cultivated varieties of blueberries, prices have been very high, ranging from about 30c to $1.00 per quart. There is never sufficient fruit available to supply the ever increasing demand, and, so far, the potential market for cultivated blueberries has only been scratched. Recently, one of the largest receivers of fresh fruits on the New York market told us they were only receiving a few crates a day in the peak of the season, while they could use at least 300 crates daily at practically the same price. While on many of the smaller wholesale markets, cultivated blueberries have never been offered.

We have been watching the progress of the cultivated blueberries for the past nine years, and with the development of better varieties and improved cultural practices, we decided "there was gold in them thar blues" for most fruit growers, and we felt it our duty to our customers to tell them about it. We have a limited supply of plants of the best varieties and although plants are still quite scarce, our prices are very reasonable. Plant some this year and get started in this new and profitable business.

Harvesting fruit below from Rayner's early heavy bearing strain Blueberries. Over 3 pints were picked at one picking from this plant.

Large, Tender Spears Are Easily Grown With Our Strong Vigorous Roots.

ASPARAGUS

Rayner's Roots Are Finer

Asparagus is one of the most profitable of the early vegetables and there is an ever increasing demand for this delicious and healthful vegetable. Rayner's asparagus roots are grown from selected seed on rich, deep soils and have heavy crowns with long thick roots. Good asparagus roots, with proper care are productive for as long as twenty years. So why not plant the best, Rayner's Vigorous Roots.

Our strong one year roots are most economical and are best for the large planting, but the big two year roots will produce stalks large enough for cutting the second year, and a big crop each year thereafter. Asparagus grows best on light, loamy soil, but is successful on practically any soil that has adequate drainage. Before planting, the soil should be thoroughly prepared and in good mechanical condition. Furrows are run out eight to twelve inches deep, four to five feet apart, and roots are set down the furrows every twelve to eighteen inches, with the roots well spread out. The crowns are covered three inches when first set and when cultivating the soil is gradually worked into the furrow until it is level. Cultivation should be thorough and at intervals frequent enough to keep down weeds and to conserve moisture. Right after the cutting season the field should be given a heavy application of stable manure if available, or a complete commercial fertilizer which is high in nitrogen, applied at rate of 1,000 to 1,800 lbs. per acre.

MARY WASHINGTON Since the introduction of the rust-proof Washington asparagus by the U.S.D.A., the Mary Washington strain has consistently been the most productive and dependable, and is considered by commercial growers as the best and most profitable. Mary Washington is very early, vigorous and very productive of large shoots of the finest quality, and are more uniform in size, shape and color than any of the older sorts. **Price list below.**

NEW PARADISE This new variety is creating quite a sensation among the commercial asparagus growers and is reported by the introducer to be the greatest advance made in asparagus since the introduction of the Washington Strains. To be very vigorous, producing a paying crop a year earlier than the Washington, the stalks larger, to cut more per acre than Washington and to have a more delightful flavor. Certainly seems promising. **Price list below.**

Prices of Asparagus Roots:

	25	50	100	250	500	1000
1 year No. 1.....	$1.50	$2.10	$3.30	$6.25	$10.00	$17.50
2 year No. 1.....	1.90	2.60	4.30	7.75	12.00	22.50

SWEET POTATO SEED AND PLANTS

MARYLAND GOLDEN Skin and flesh of golden color, one of the most attractive and most productive sweet potatoes. Matures very early, we usually begin digging in August. Satisfactory for storage until mid-winter. Widely grown and very popular.

	PRICES OF SEED		PRICES OF PLANTS Ready by May 25th		
	1 Bu.	5 Bus.	100	500	1000
Golden	$6.00	$27.50	$1.50	$6.00	$10.00

A Field of Rayner's Sweet Potatoes Harvesting 439 Bu. No. 1's Per Acre

VICTORY GARDENS

Strawberry - Blueberry — Delicious - Healthful

With the threatening shortage of foodstuffs, everyone should have a complete garden. Beside the pleasure and savings you will make, this is the best possible assurance of having a good supply of fresh fruits and vegetables. By planting strawberries and blueberries you can enjoy an abundance of fresh fruit and as both are ideal for home canning and preserving the benefits from the garden will last the year round. Planning and Planting now may avert actual want later on. The following gardens are carefully selected and priced at special savings. Be sure to order yours **Early. All Gardens F.O.B. Shipping Wt. 4 lbs. per 100 plants.**

No. 1—The $3.49 Special

25 Maytime
25 Big Joe
25 Chesapeake
25 Gem

100 Plants—GARDEN PRICE **$3.49**
Catalog price $4.75

No. 2--Early Bearing Garden

100 Maytime
100 Premier
100 Fairmore
100 Dresden

400 Plants—GARDEN PRICE **$7.60**
Catalog price $8.60

No. 3--Entire Season Garden

100 Maytime (Early)
100 Big Joe (Midseason)
100 Lupton (Late)
100 Pearl (Extra Late)

400 Plants—GARDEN PRICE **$7.50**
Catalog price $8.50

No. 4—All Season Garden

50 Fairmore
50 Big Joe
50 Chesapeake
50 Gem

200 Plants—GARDEN PRICE **$6.49**
Catalog price $7.55

No. 5--Early Bearing Garden

3 Cabot 2 Yr. No. 1 (Early)
3 Rubel 2 Yr. No. 1 (Midseason)
3 Concord 2 Yr. No. 1 (Late)

9 Plants 6"-12"—Garden Price **$7.95**
Catalog price $9.00

No. 6—Bearing Age Garden

2 Cabot 3 Yr. No. 1 (Early)
2 Rubel 3 Yr. No. 1 (Midseason)
2 Jersey 3 Yr. No. 1 (Late)

6 Bearing Age 12"-18" plants—GARDEN PRICE **$6.95**
Catalog price $7.80

INSTRUCTIONS TO PURCHASERS

TIME TO ORDER—As soon as possible after receiving this catalogue. Late in the season we may be out of some varieties, but if you order early, plants will be reserved until you are ready for them. Be sure to PLANT EARLY!

TIME OF SHIPMENT—From **November 1st** to **May 1st.** All orders filled after May 1st will be at purchaser's risk. We will use every precaution in our power to put the plants through in good condition.

PAYMENT—Cash with order. Money Order, Registered Letter, or Personal Check. Or one-fourth cash with order and balance before date of shipment.

REFERENCES—The Farmers & Merchants Bank, Salisbury, Md., or Dun & Bradstreet.

GUARANTEE—100% satisfaction or your money back. Claims, if any, must be made within 10 days after receipt of goods. We cannot be responsible for flood, drought, insects or other conditions over which we have no control.

TRUE-TO-NAME—We use every precaution to have our plants true-to-name. Should any prove otherwise we will replace them or refund the purchase price, but at no time will we be responsible for any sum greater than that paid for the stock.

SHIPMENT—(Express). Shipment by Express is generally cheaper on 500 plants or more beyond the second zone and on large orders.

PARCEL POST—On all orders under 500 Parcel Post is generally cheaper. Shipping weight 4 lbs. per 100 plants. Be sure to send enough postage or plants will be sent C.O.D. for balance, any excess postage will be returned. If you do not know your Zone ask your Postmaster.

PLEASE USE THIS ORDER SHEET

RAYNER BROTHERS

Salisbury, Maryland

Send to..... R.F.D.....

Post Office..... Box.....

County or Street..... State.....

Ship by..... Shippping Station.....
If different from P.O.

Date of this Order.....Ship on or about.....

Amt. Enclosed: Check $.....Money Order $.....Stamps $.....Cash $.....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		Dollars	Cents
	Please indicate full amount of money sent, including postage.		

NOTE—Early in the season we usually have in stock everthing listed in this catalog but late in the season we frequently run short of some of the varieties, therefore, when you order late please state whether we shall substitute something equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of. Answer.....
If no answer is given it is understood we may substitute if necessary.

QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		Dollars	Cents

TRUE TO NAME—While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

Special Notice: If your order amounts to $2.00 or more, write below the names and addresses of six growers who might be interested in, or buyers of Strawberry Plants, etc., and we will send you free of charge $1.00 worth of strawberry plants, but, **WE RESERVE THE RIGHT TO SELECT VARIETIES.**

Kindly give full name and address.

From _____

_____

_____

PLACE
STAMP
HERE

Rayner Brothers

SALISBURY,

Finest Quality
SMALL FRUIT PLANTS

MARYLAND

HEAVY PRODUCING

PRICE LIST

GUARANTEED PLANTS

Of Rayner's High Quality Strawberry Plants

Lack of moisture and abnormally high temperatures in most plant regions has resulted in a very serious shortage of strawberry plants for this season. Fortunately our supply is far better than the average due to improved culture and plant selections. However, we do not anticipate having sufficient plants to fill our orders and we therefore request that you **place your order as soon as possible so that we may better serve you.**

Page	Description	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
	Early Varieties								
8	**Blakemore**	$ .60	$1.00	$1.60	$2.80	$3.60	$4.35	$5.00	$ 8.00
9	**DORSETT**	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
10	Dresden	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
8	**FAIRFAX**	1.00	1.70	2.70	4.75	6.05	7.15	8.45	13.50
7	**Fairmore**	.60	1.00	1.60	2.80	3.60	4.35	5.00	8.00
10	Klondyke	.60	1.00	1.60	2.80	3.60	4.35	5.00	8.00
9	**Maytime**	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
10	**MIDLAND**	1.50	2.50	4.00	7.00	9.00	10.80	12.50	
10	Missionary	.60	1.00	1.60	2.80	3.60	4.35	5.00	8.00
7	**PREMIER**	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
	Midseason								
12	Aberdeen	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
13	**Big Joe**	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
11	**CATSKILL**	1.00	1.70	2.70	4.75	6.05	7.15	8.45	13.50
12	Massey	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
12	**Pathfinder**	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
13	Senator Dunlap	.60	1.00	1.60	2.80	3.60	4.35	5.00	8.00
11	**STARBRIGHT**	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
	Late Varieties								
13	Aroma	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
15	**CHESAPEAKE**	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
13	Lupton	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
13	**Wm. Belt**	.95	1.55	2.50	4.40	5.65	6.75	7.80	12.50
	Very Late Varieties								
14	**FAIRPEAKE**	1.50	2.50	4.00	7.00	9.00	10.80	12.50	
14	Gandy	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
14	Pearl	.75	1.25	2.00	3.50	4.50	5.40	6.25	10.00
15	**REDSTAR**	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00
	Everbearing Varieties								
16	**Gem**	1.90	3.10	5.00	8.80	11.30	13.50	15.60	25.00
16	**MASTODON**	1.90	3.10	5.00	8.80	11.30	13.50	15.60	25.00

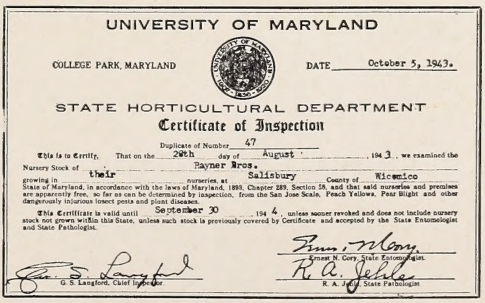
All plants f.o.b. Salisbury, Maryland at prices quoted.

Write for Prices on Larger Quantities.

FREE!

$1.00 Worth of Strawberry Plants

See Back of Order Sheet For Particulars



UNIVERSITY OF MARYLAND

COLLEGE PARK, MARYLAND — DATE October 5, 1943.

STATE HORTICULTURAL DEPARTMENT

Certificate of Inspection

Duplicate of Number 47

This is to Certify, That on the 20th day of August, 1943, we examined the Nursery Stock of their Rayner Bros. growing in nurseries, at Salisbury County of Wicomico State of Maryland, in accordance with the laws of Maryland, 1933, Chapter 289, Section 18, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases.

This Certificate is valid until September 30, 1944, unless sooner revoked and does not include nursery stock not grown within this State, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Pathologist.

G. S. Langford, Chief Inspector

Ernest N. Cory, State Entomologist

R. A. Jehle, State Pathologist

OUR PLANTS ARE CERTIFIED

A COPY OF OUR STATE CERTIFICATE ACCOMPANIES EVERY SHIPMENT

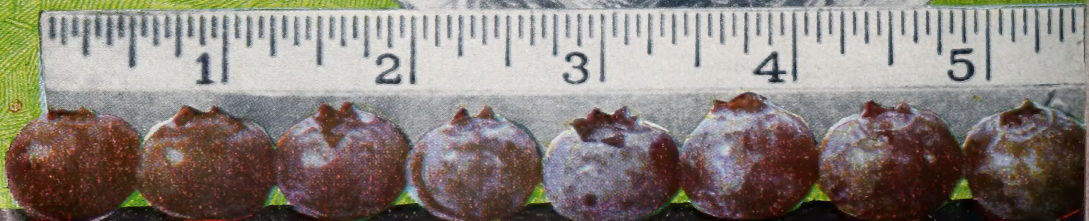
WE WILL BE GLAD TO QUOTE DELIVERED PRICES

RAYNER BROTHERS, SALISBURY, MD.

NEW
EXTRA EARLY
Maytime
FIRM
DELICIOUS

Better Berries

CULTIVATED
Blueberries
REAL
MONEY MAKERS



PRODUCTIVE • PROFITABLE